

DIRECT TESTIMONY OF ALAN FARLEY

Q: What is your name and address?

My name is Alan Farley and I live at 1495 Golden Gate Avenue, Apartment 204, San Francisco, CA 94115.

Q: How long have you been employed at KAWL(FM), San Francisco, California (KALW or the Station) and what is your current position?

I have worked at KALW for nearly thirty years. I was hired to fill the position of radio announcer and operator in 1975. Over the years, my duties have remained pretty much the same. My title now is Senior Radio Announcer and Operator.

Q: What are your responsibilities as a Radio Announcer and Operator at KALW?

I'm the "voice" of the Station—I do on-air announcements throughout the day. I go on the air at each station break to announce the Station's call letters and promote upcoming shows.

I also am responsible for managing the Station's program logs. All of the Station's members receive a program guide every three months that tells listeners what programs will be on the air at what time. The program logs, on the other hand, are merely internal documents—program logs are day-by-day, hour-by-hour "directions" to board operators as to what to broadcast. Using a traffic control computer system, I generate program logs a couple of days in advance and then print out hard copies for the board operators. Board operators use the program logs while they are in the studio to direct them as to what to put on the air next. If there are any deviations between what is scheduled in the program log and what is actually broadcast over the air, the board operator indicates that on the print-out; otherwise, he/she initials or checks each page as he/she progresses through the schedule. Bill Helgeson collects the marked-up program logs from the board operators and then I get them from Bill. I review each program log and finalize it by entering into the computer any changes to the schedule indicated by a board operator, "accepting" those changes, and "posting" the final schedule, which entails printing out

1 any changes made in paid underwriting spots and giving such changes to Bill Helgeson for filing.
2 The logs are the Station's official record of what was broadcast over the air and therefore
3 accuracy is very important. When I first came to the Station, a secretary was responsible for
4 typing up a log each day. I started managing the program logs when the Station acquired the
5 traffic control computer system, which was in December 1992. I wanted to make sure that the
6 logs were done, and that they were done right, and, as time progressed, I just kept doing them.

7 In addition to these responsibilities, during my tenure at KALW, I have had the
8 opportunity to produce number of programs for broadcast over the Station.

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10 **Q: What does producing a program entail?**

11 As a program producer, my duties include editorial determinations as to the topics and
12 guests presented on the programs, booking the guests on the programs, doing the technical
13 production, managing regular contributors, and researching topics. I particularly enjoy producing
14 programs with a distinctly local flavor. Therefore, I read community newspapers, attend
15 community events, and generally try to stay tuned-in to issues of importance to the San Francisco
16 and Bay Area community so that the programs remain interesting and relevant to the Station's
17 listeners. The Station Manager also solicits comments and ideas from listeners and shares these
18 with program producers.

19
20 **Q: What programs have you produced at the Station and, in particular, which of your**
21 **programs were broadcast by KALW during the periods of November 3, 1996 to**
22 **November 3, 1997 and July 16, 2003 to July 16, 2004?**

23 I have served as either the Executive Producer or the Co-Producer of the following
24 programs:

25 (a) "Book Talk," a program of interviews with authors discussing their latest work as well as
26 their creative process and how they became writers, which has been broadcast on the Station
27 since September 1991 and which aired (i) during the period of November 3, 1996 to November 3,
28 1997 on a regular basis on Sundays between 6:30 p.m. and 7 p.m. and (ii) during the period July

1 16, 2003 to July 16, 2004 on a regular basis on Sundays between 6:30 p.m. and 7 p.m.;

2 (b) "My Favorite Things," a program consisting of a conversation with an interesting person
3 who plays his or her favorite recordings, which has been broadcast on the Station since July 25,
4 1997 and which aired (i) during the period of July 25, 1997 to November 3, 1997 on a regular
5 basis on the last Friday of each month between 10 a.m. and 11 a.m. and (ii) during the period of
6 July 16, 2003 to July 16, 2004 on a regular basis on the first Tuesday of each month between
7 7:30 p.m. and 8:30 p.m.;

8 (c) "Performing Arts Profile," a program consisting of a conversation with a person creatively
9 involved in the performing arts, which was broadcast on the Station from March 1978 through
10 June 1997 and which aired during the period of November 3, 1996 to June 30, 1997 on a regular
11 basis on Thursdays between 8 p.m. and 8:30 p.m.;

12 (d) "Performing Arts Special," a program featuring a conversation with a creative performing
13 artist together with recorded samples of his or her work, which has been broadcast on the Station
14 since June 1985 and which aired (i) during the period of November 3, 1996 to November 3, 1997
15 on an occasional basis during the "Open Air" time slot between 10 a.m. to 11 a.m. and (ii) during
16 the period of July 16, 2003 to July 16, 2004 on a regular basis on the third (and fifth, if there was
17 one) Tuesday of each month between 7:30 p.m. and 8:30 p.m.;

18 (e) "AIDS Update," a program of information related to the care and treatment of persons
19 with HIV and AIDS, which was broadcast on the Station from September 1993 to March 2005
20 and which aired (i) during the period of July 16, 2003 to July 16, 2004 on a regular basis on
21 Thursdays between 7:30 p.m. and 7:45 p.m. and (ii) during the period of November 3, 1996 to
22 November 3, 1997 on a regular basis on Fridays between 10:30 a.m. to 10:45 a.m.; and

23 (f) "Open Air," a magazine program consisting of segments devoted to the local performing
24 arts, including interviews and reviews and occasional sports commentary, which has been
25 broadcast on the Station since Fall 1993 and which aired (i) during the period of November 3,
26 1996 to June 30, 1997 on a regular basis each weekday, Monday through Friday, from 11:30 a.m.
27 to 12 noon, (ii) during the period of July 1, 1997 to November 3, 1997 on a regular basis each
28 weekday, Monday through Friday, between 10 a.m. to 11 a.m., and (iii) during the period of July

1 16, 2003 to July 16, 2004 on a regular basis on Thursdays between 1 p.m. and 2 p.m.

2
3 **Q: Do you have any records showing that these programs actually aired on the dates**
4 **that you have just described?**

5 On my personal computer I maintain a database of all the programs I produce or co-
6 produce. I generally update this database on a daily basis. The database includes records of what
7 guests were on what program and when the program aired. I also include a one or two sentence
8 description of each program. **Proposed SFUSD Exhibit No. 49** is a list of the specific programs
9 that I produced or co-produced during the periods specified above. I compiled this list using my
10 personal database. I hereby confirm that **Proposed SFUSD Exhibit No. 49** accurately describes
11 the programs delivered to the Station during the indicated time periods, and, based on my
12 personal knowledge, such programs were broadcast by the Station on the specified dates and
13 times.

1 I declare under penalty of perjury that the foregoing is true and correct.
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4 Signature: Alan Farley
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7 Executed on April 29, 2005
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Federal Communications Commission	
Docket No. <u>04-191</u>	Exhibit No. <u>5T</u>
Presented by <u>SFUSD</u>	
Disposition	Identified <u>5-26-05</u>
	Received <u>5-26-05</u>
	Rejected _____
Reporter <u>Erin Stadnik</u>	
Date <u>5-25-05</u>	